

Master in Digital Innovation



Our Mission... Your Future!

*Major in
Business Project
Planning and Management*

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PROGRAM DESCRIPTION

This program aims at the development of competencies and skills to perform functions in planning and management of innovative business projects, applying digital based tools for an effective and efficient organizational management coupled with the temporality imposed by information and communication technologies in the current labor field. All of the above with a view to deepen the necessary actions to implement innovation, from idea and conceptualization, to its commercialization and measurement of results.

GRADUATE PROFILE

The graduate from the master's degree in Digital innovation, major in Business Project Planning and Management develops the necessary competencies and skills to carry out the planning and management of innovative business projects, applying digital tools for an efficient and effective organizational management, together with temporality imposed by the information and communication technologies in the current work environment in order to delve into the necessary actions to implement innovation, from the idea and conceptualization until its commercialization and measurement of results. This professional is able to analyze the digitalization, its strengths, weaknesses, opportunities and imminent threats, as well as to perform successfully in positions to plan and manage the digital innovation and transformation of companies by applying the acquired skills.

UNDERGRADUTE ENTRY REQUIREMENT**• Undergraduates:**

Applicants who completed a bachelor degree issued by a national or foreign higher-education institute.

• Not completed studies:

Graduate applicants who did not complete a master degree program and have official transcripts from studies issued by national or foreign higher-education institution who want to get credit transfer for recognition of prior learning from other universities.

ADMISSION REQUIREMENTS

- Bachelor degree issued by a national or a foreign higher-education institution.
- Official transcripts (only for applicants with prior uncompleted master degree studies who require academic credit transfer from other national or foreign higher-education institution).
- Valid identification (citizen ID or passport for foreign citizens).
- Proof of admission and registration fees payment.

IMPORTANT NOTES

- Official transcripts and degrees issued by foreign university education institutions must have the corresponding legal translation (this requirement has to be processed by the applicant).
- Official transcripts and degrees issued by foreign university education institutions must have the certification issued by a credential evaluation agency accredited in the United States for recognition of international education qualifications (this process is managed by FGU).



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COURSE PLAN

Master in Digital Innovation Major in: Business Project Planning and Management

AREA	CODE	COURSES LIST	PRE REQUISITE	BIMESTER	YEAR
CORE (8 Courses/ 24 CH)	CGS-500	Strategic Program Techniques		I	10 months of academic activity
	SOC-613	Digital Media and Society		II	
	DIG-621	Digital Media I: Design Principles and Practice		III	
	DIG-623	Global Marketing: Levering Digital Technology			
	ITS-632	Media Innovation and Impact	SOC-613	IV	
	DIG-631	Digital Media II: Project Management	DIG-621		
	ITS-641	Mobile Apps: Applications Development	ITS-632	V	
	DIG-642	Market Research in Digital Media	DIG-631		
MAJOR DIGITAL EXPERIENCE AND INNOVATION (4 Courses/ 12 CH)	HUM-611	Media History and Analysis: Perspective		VI	4 months of academic activity
	SOS-622	Digital Fundamentals	SOC-613		
	HUM-633	Digital Legal Environment	DIG-623	VII	
	BUS-612	Business Ethics and Social Responsibility			
The student will take 8 Core Course (24 CH) and 4 course corresponding to the major (12 CH) for a total of 36 CH. Each course has three (03) Credit Hours.					



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